

**'It's Important
to Know
In Time'**

Air Conditioning & REFRIGERATION



NEWS

5-10 BULLETIN
DETROIT EDITION
Sept. 7, 1942

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Concentration Order May Come Suddenly

Branches Told To Make Studies

WASHINGTON, D. C.—The 21 industry branches of the War Production Board are said to have been ordered to make a study of their various fields with the purpose of putting into effect as rapidly as possible concentration of production programs, according to word which circulated through the capital last week.

Appointment of the committee to administer such concentration indicates that the program will be speeded up and that many industries, which didn't consider themselves as likely for concentration, may be forced to such a move in a hurry.

There is some impression that only industries using critical materials will undergo the nucleus plant program at first, but more recent indications are that this is not necessarily so.

There are two types of concentration of production program—concentration for conversion, covering industries that are equipped to manufacture war goods, and concentration for conservation of material, manpower, power, and transportation. Many civilian goods industries, consuming only small quantities of vital materials and theoretically immune for the time being, may be forced to concentrate for any one of the conservation reasons.

Even though a civilian goods industry may be running at full tilt, the rumors say, this will not necessarily protect it from concentration. In the final analysis, concentration will be determined, in the cases of those industries not convertible to war production, by the situation in power, transportation, and manpower.

There is some worry that the WPB procedure on concentration may be similar to that on curtailment, in which the WPB orders an immediate washout of an industry and then waits for things to happen.

The committee on concentration consists of Joseph L. Weiner (chairman), Deputy Director of the Office of Civilian Supply; Amory Houghton, Director General of Operations (who has resigned his WPB position and will probably be replaced on the committee), and Wendell Lund, Director of the Labor Production Division of the WPB.

The committee will study reports from
(Concluded on Page 2, Col. 3)

WPB Quashes Current Rumor on 'Unfreezing' Of Household Boxes

WASHINGTON, D. C., Sept. 1 —Manufacturers of household mechanical refrigerators received a telegram today from the WPB advising them that "refrigerators may be released only in accordance with existing terms of Order L-5-D, "the telegram being sent "to correct an impression that certain of the 'frozen' stocks might be released.

"If and when the order is amended you will be notified," said the telegram from L. M. Morrison, Chief of the Refrigeration Section of the Consumers Durable Goods Branch, WPB.

The telegram was sent out, the WPB said, because of press and radio reports over the weekend that WPB was about to amend the refrigerator order to release a number of refrigerators now in frozen stocks of manufacturers and wholesalers.

Locker Plant Convention In Kansas City, Sept. 22-24

DES MOINES, Ia. —Fourth annual convention of the National Frozen Food Locker Association, Inc., will be held Sept. 22-24 at the Hotel Muehleback in Kansas City, Mo., it has been announced by headquarters of the association.

Theme of the convention program is "to coordinate the frozen food locker activities with the nation's wartime needs" and the program is one of the most extensive in the association's history.

Among the speakers will be Roland Welborn from the office of Agricultural War Relations who will speak on "Allocation of Materials to the Frozen Food Locker Industry;" and S. T. Warrington from the Office of Farm Credit Administration and head of the agency through the U. S. Department of Agriculture for locker plant priority applications, who will tell about WPB requirements.

Under an "exhibit limit" policy the exhibits will be limited to the actual needs of the manufacturers and dealers who want to show and publicize equipment and supplies.

Card Followup Advocated For Every Shipment

PHILADELPHIA — A mimeographed card or copy of the order sent out by the manufacturer on each order shipped is advocated by A. H. Holcombe, Jr., Victor Sales & Supply Co., and president of the National Refrigeration Supply Jobbers Association, as the answer to expensive and time-wasting "follow ups" on orders so common today.

Says Mr. Holcombe:

"We are told not to use telephone or telegraph lines unless it is essential. A large number of calls are made every day following up shipments which are supposed to have gone out. Our customers and the various government inspectors are continually pressing suppliers to meet scheduled shipping dates.

"In every case they insist on definite information which requires either one or more telegrams, telephone calls, or letters. It has been our experience recently that telegrams cannot be answered the same day which means that a lot of time is being taken at both ends to look up information about shipments. It is not so much the expense as it is the loss of time and the tying up of facilities for something which can be solved with comparative ease.

"The solution is this. The manufacturers should mail out to the party ordering the material either a post card, which can be printed for most of the message, or an extra copy of their mimeographed order form indicating exactly what has and what has not been shipped, and the name of the carrier.

"This procedure will cost the manufacturer something, but not nearly so much as it costs him now to try to follow up this information several days later. We have had some very sad experiences on AA-3 rated orders where they had to be followed up several times.

"A manufacturer has told me that on a recent shipment from the factory in Pennsylvania two telephone calls from Philadelphia to Washington, two from Washington to the factory, and two from the factory to Philadelphia could have been saved had the shipper sent this information to its Philadelphia office the day the shipment left."

This is the bulletin issue of the News. More details on the news stories plus special features in next week's full size issue.



RETURN CYLINDERS PROMPTLY TO SPEED YOUR DELIVERIES!

There is a serious cylinder shortage. We cannot obtain new cylinders. Prevent delays in your deliveries — by returning each of your empties quickly! Send them back the same day—it will be appreciated.

Cylinder deposits are repaid immediately upon return of your empties



Artic

METHYL CHLORIDE

DUPONT

Artic

For information about nearest source of supply, write to
ELECTROCHEMICALS DEPARTMENT
E. I. DU PONT DE NEMOURS & Co. (INC.)
Wilmington, Delaware
Or National Ammonia Division
Frankford P. O. Philadelphia, Pa.

WILL BUY ANY SURPLUS
REFRIGERATION PARTS
FOR CASH, ANY AMOUNT.

SEND LIST AND PRICES

G. A. LARSON CO.

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WOLVERINE TUBE DIVISION
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Use **CHICAGO SEALS**
for seal replacements
A complete line in all sizes
CHICAGO SEAL CO
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MOISTURE'S MASTER
DAVISON'S
SILICA GEL
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YOUR JOBBER CAN SUPPLY YOU

BUNDY TUBING
ENGINEERED TO YOUR EXPECTATIONS

BUNDY TUBING CO., DETROIT

'Earmarking' of War Bonds For Postwar Appliance Purchases Is Hotpoint Plan

CHICAGO—"The Bond you buy today will pay for the Bungalow you build tomorrow" is the keynote of the advertising and promotion campaign being launched by Edison General Electric Appliance Co. of Chicago, in which War Bond purchases would be "earmarked" for post-war purchases of major appliances.

Earmarking of bond purchases for future purposes is not claimed as a new idea, but with nothing to sell Hotpoint believes that it has evolved a program that more than justifies itself—the "Buy War Bonds TODAY—Electric Kitchens TOMORROW" theme emphasizing the double duty to which the bond buyer's dollar is devoted, the company officials explain.

"A personal, selfish reason," says G. H. Smith, general sales and merchandising manager, "will induce savings when patriotic and emotional appeals fail to produce results. We know that millions will want to build homes when the war is over and restrictions on buildings are lifted, and if we help them plan those homes, we think they will be electric homes—equipped with the electric appliances that we will start manufacturing when home-building begins."

The advertising campaign will open with a series of four-color, full-page advertisements in national magazines, starting in September. The copy will stress the fact that bond purchases are not gifts to the government or payments for protection, but safe, sane investments in the future. That the modest home of tomorrow can be a truly modern, all-electric home is promised by illustrations of kitchens in homes that can be built "tomorrow" for as low as \$4,000 to \$6,000—homes with electric ranges, refrigerators, dishwashers, water heaters, and electric home laundries.

Hotpoint will also furnish illustrations and copy for local newspaper advertising by department stores, dealers, and utilities. Mailing pieces with the magazine ads reproduced in color are available.



The 'Home Planning File' is one of the promotion pieces in the Hotpoint plan.

A novel adjunct to the program is a "home planning file" for presentation to actual prospective home builders. Representing a green tile roofed red brick house, the cabinet of heavy binder board contains letter files for clippings, illustrations, sketches, and notes for the home planner. Here may be kept in orderly arrangement all data that may be culled from newspaper, magazines, and other sources on such matters as kitchen equipment, laundry and basement rooms, decorating, sketches, etc.

In addition, under the heading, "Saving Today to Build Tomorrow" is a file for keeping war stamp books and bonds or a record of bonds purchased—the cover containing a ruled record for listing bonds bought, by numbers, amount, date bought, date of maturity, maturity value, and purpose for which it is earmarked. This home planning file is available now to dealers and utilities through regular Hotpoint distribution channels.

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'Concentration' Plans May Be Ready Soon

(Concluded from Page 1, Column 1)

Henry A. Dinegar and Dr. Arthur R. Burns of the Office of Civilian Supply who have just returned from England where they explored British methods of concentration, the obstacles encountered, and the results obtained to date.

The following are said to be some of the highlights of their report:

What the British call the "nominative" system is now preferred to the system under which an industry worked out for itself its scheme for concentration.

Concentration was started in March, 1941, and many important industries were satisfactorily concentrated by industries themselves under Board of Trade directives, but it is now felt that the responsibilities of the job are too great for an industry itself to undertake.

The job is one that needs an umpire, and industry is insisting that the government take the responsibility of determining which firms are to seize production and also the methods of preserving trade marks and good will, and providing for the physical care and maintenance of closed plants.

Complete standardization is frowned upon. The economies to be achieved by simplification are fully recognized, but preference is for "utility" models or types, produced within the limits prescribed by the government, but leaving room for the exercise of individual ingenuity and skill. Utility models, particularly of shoes and clothing, have been found essential to any effective price control.

CORRECTION

(Add Another Zero!)

As dozens of sharp-eyed readers have been quick to point out during the past week, the 1942 average price of condensing units in the 15 hp. to 100 hp. bracket is not \$24,525, willing as some non-priority buyers might be to pay that figure.

Through a typographical error in the report submitted to the NEWS by an important industry contributor, sales of units in these brackets were incorrectly reported in the Aug. 31 issue of the NEWS as 154 units. The figure should have read 1,504 units; dollar totals were correct.

Suit Filed To Regain 'Overcharge' on Sales Of Used Refrigerators

MINNEAPOLIS—The first suit in the northwest charging a merchant with violating federal ceiling price regulations has been filed in the municipal court here against a South St. Paul appliance retailer.

The suit involves the purchase of a used mechanical refrigerator by Clara Fredericksen, South St. Paul, plaintiff, on Aug. 4 from Emmett Samson, of this city, proprietor of the Good Housekeeping shop. Mrs. Fredericksen charges that she paid \$79.50 when she should have paid only \$46.50, the ceiling price fixed for that particular unit on Aug. 1. Under the regulations which provide that a purchaser may recover triple damages, Mrs. Fredericksen is seeking \$99, plus attorney fees and court costs.

Mr. Samson has declared that he did not know that ceiling prices applied at that time to used refrigerators. He said he had questioned several other dealers and called up department stores before making the sale and that he had found the general impression prevailing that price ceilings were not in effect.

The state office of price administration is watching the case closely but will not step in as an interested party unless questions affecting public interest or constitutional questions arise. T. G. Driscoll, director of the state office, has declared.

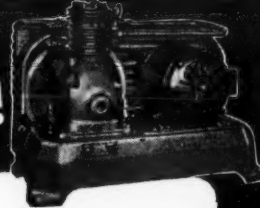
Penn Says:



Servicing commercial refrigeration equipment is vitally important NOW. You can depend on Penn Controls.

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EASY
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More than 20 years of high reputation...in every kind of refrigeration service...has established the name "Lipman" as a BUY word that breaks down sales resistance. Make this reputation your sales asset...for greater profit and better customer satisfaction.

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YOUR PARTICIPATION
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WEME Inventory Exchange
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Send Completely Descriptive List of Your Needs, or of Excess Stocks, to:

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900 W. BALTIMORE DETROIT MADISON 1080

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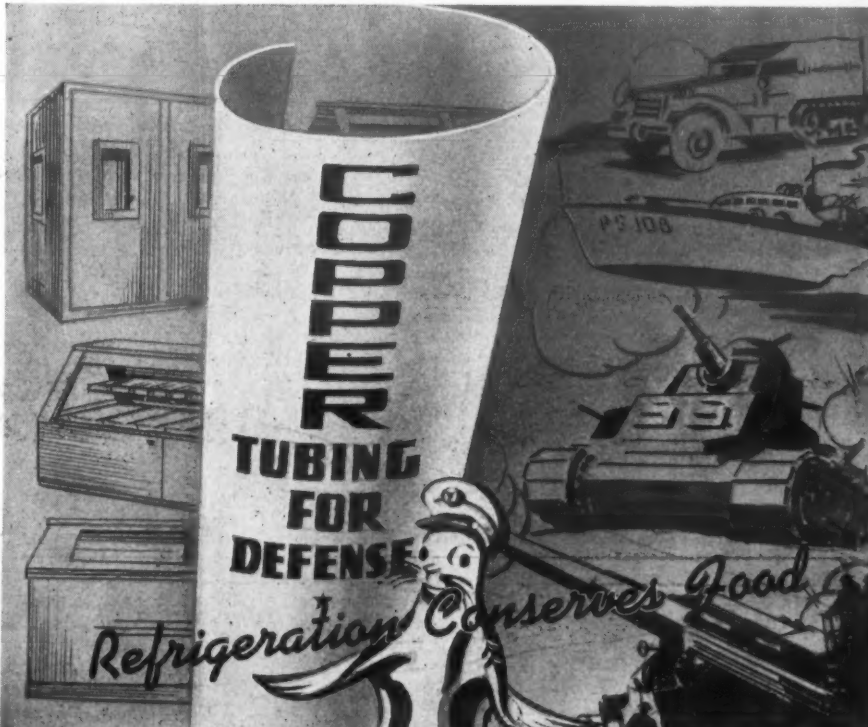
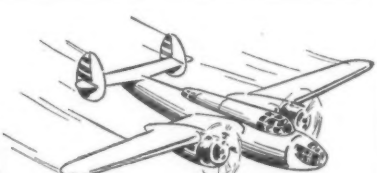
Ansul is continuing to accept and deliver orders for all Ansul products. We assure our jobbers put their customers that, as far as we can see, for basic reasons, Ansul will continue to do this.

Ansul Chemical Company, Marinette, Wis.

ANSUL METHYL CHLORIDE SULPHUR DIOXIDE

STEEL MEANS VICTORY...

CONSERVE IT... RETURN YOUR EMPTY CYLINDERS!

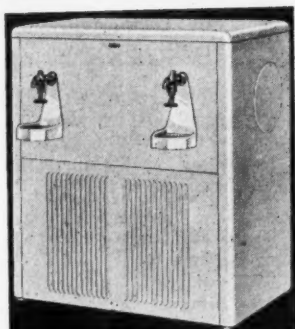


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Seamless Brass and Copper Tubing

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WRITE FOR YOUR COPY OF BULLETIN NO. 46



Model U25-26, one of 8 different models built to Army & Navy specifications.

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 MONROVIA, CALIFORNIA
 FACTORY REPRESENTATIVES
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 Warehouse Stocks at Convenient Shipping Points

KEROTEST REFRIGERATION VALVES AND FITTINGS

Serve the Army

KEROTEST MFG. CO., PITTSBURGH, PA.

MOTORS for every AIR-CONDITIONING AND REFRIGERATION REQUIREMENT
 WRITE FOR FREE DESCRIPTIVE BULLETINS
 Wagner Electric Corporation
 6441 Plymouth Avenue, Saint Louis, Mo. U.S.A.

RANCO CONTROLS

Are Fully Tried
 — Fully Proven

HENRY

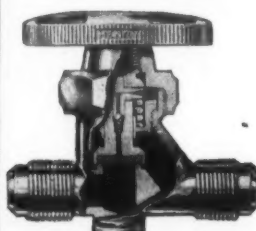
Balanced-Action Diaphragm Packless Valve

The only packless valve that gives you 24 important features of design, construction and operation—all described in catalog No. 95. It's yours for the asking.

LEAK PROOF • PORTS IN LINE • LONGER LIFE • OVAL HAND WHEEL

HENRY VALVE CO. 1019 N. SPAULDING AVE. CHICAGO

TYPE 625



ASK YOUR JOBBER

Priorities Information

Heat Exchanger Order May Affect Certain Condenser and Evaporator Construction

WASHINGTON, D. C.—Order L-172 putting heat exchangers under allocation, issued Aug. 5, may likely affect such refrigeration equipment as shell and tube condensers, shell and tube water coolers, suction line heat exchangers, and similar equipment, according to unofficial interpretations obtained thus far.

The order affects only heat exchange equipment of a certain kind and type, and as written it apparently excludes finned tube surface.

It is understood that an attempt was made to have refrigeration heat exchangers exempted from the order, but it was decided not to make any exemptions.

Order L-172 prohibits the placing or acceptance of orders for heat exchangers covered by the regulations unless specific authorization is granted by the Director General on Form PD-615A. Application for authorization to place orders must be made on Form PD-615.

Manufacturers with whom orders authorized by the Director General are placed must accept such orders, unless the person seeking to place the order is unwilling or unable to meet regularly established prices and terms of sales or payment.

In addition, regardless of any prior commitment or preference rating, manufacturers are prohibited, after Aug. 20, from delivering any heat exchangers unless authorized by the Director General under a set procedure involving the filing of reports by manufacturers showing heat exchangers available for distribution and orders on hand.

Heat exchangers listed in manufacturers' reports as scheduled for delivery on or before Aug. 31 may be delivered without specific authorization after WPB has received the reports. However, the Director General may revoke such automatic authorization at any time.

Text of the order is as follows:

Part 2030—Heat Exchanges

[General Limitation Order L-172]

The fulfillment of requirements for the defense of the United States has created a shortage in the production of heat exchangers for defense, for private account and for export; and the following order is deemed necessary and appropriate in the public interest and to promote the national defense:

§3020.1 General Limitation Order L-172

(a) Definitions. For the purpose of this order:

(1) "Person" means any individual, partnership, association, business trust, corporation, government corporation or agency, or any organized group of persons, whether incorporated or not, and includes the Army and Navy of the United States.

(2) "Manufacturer" means any person who constructs or manufactures critical heat exchangers to the extent that he is engaged in such construction or manufacture, and shall include sales and distribution outlets and agencies controlled by said manufacturer.

(3) "Critical heat exchanger" means any new equipment or apparatus (or any important component part thereof), other than direct fired, or direct contact involving physical mixing of the fluids, designed for the transference or exchange of heat between two or more fluids (liquids, gases or vapors), of the following types, descriptions, or classifications:

(i) A bundle or nest of bare tubes (% inch outside diameter or greater) installed in or designed for installation in a shell or pressure vessel having a nominal inside diameter of 12 inches or over.

(ii) A bundle or nest of bare tubes (any tube diameter) installed in or designed for installation in a new shell or pressure vessel which must be bored on the inside, and having a nominal inside shell diameter of 12 inches or over.

(iii) Any heat exchanger for the use of the Army, Navy, Maritime Commission, or War Shipping Administration.

(iv) Any heat exchanger not described in (i), (ii) or (iii) for the use in conjunction with other equipment described in (i), (ii), or (iii) above.

(b) Restrictions upon placing of orders. No person shall place an order for the manufacture of a critical heat exchanger unless such order is accompanied by the authorization of the Director General for Operations on Form PD-615A. Orders so authorized shall be placed only with the supplier specified on the Form PD-615A. Any person desiring an authorization on Form PD-615A to enable him to purchase critical heat exchangers shall file an application therefor with the Director General for Operations on Form PD-615 in duplicate.

(c) Restrictions on acceptance of orders or delivery by manufacturers. (1) No manufacturer shall accept any order for a critical heat exchanger unless such order is accompanied by an authorization of the Director General for Operations on Form PD-615A, permitting the placing of such order with such manufacturer.

(2) Regardless of the terms of any preference rating certificate or blanket preference rating order, or of any rule or regulation applicable thereto, any manufacturer with whom an order is placed as authorized by the Director General for Operations on Form PD-615A must accept the same, unless the person seeking to place the order is unwilling or unable to meet regularly established prices and terms of sale or payment. No manufacturer shall discriminate against such orders in establishing such prices or terms.

(3) After 15 days following the day of issuance of this order, regardless of the terms of any contract of sale or purchase or other commitment, or of any preference rating certificate or blanket preference rating order, no manufacturer shall deliver, or otherwise transfer, any critical heat exchanger unless authorized by the Director General for Operations to make such delivery or transfer, as provided in paragraph (d) hereof.

(d) Filing by manufacturers of production and delivery schedules—Authorization for deliveries. (1) On or before 15 days following the date of issuance of this order every manufacturer shall file a statement, in quadruplicate showing:

(i) All orders for critical heat exchangers on hand on the date of this order, together with a brief description (including square footage, dollar value, use, and extent of completion) of the critical heat exchangers covered by each order, and the proposed date of delivery of each such heat exchanger.

(ii) The names of the proposed purchasers of each such heat exchanger and the customer's and manufacturer's order numbers applicable thereto.

(iii) Preference rating certificate number and the rating assigned to each such order.

The delivery of all critical heat exchangers listed on such statement as scheduled for delivery on or before Aug. 31, 1942, shall be deemed to be authorized upon receipt of such statement by the War Production Board, unless the Director General for Operations shall direct otherwise. The Director General for Operations may, at any time, revoke such delivery authorization as to any or all critical heat exchangers so listed, direct or change the schedule of deliveries or production, allocate any order so listed to any other manufacturer, or direct the delivery of any such heat exchanger to any other person, at the established price and terms. No manufacturer shall change the schedule of deliveries or production as shown on such statement or as directed or changed by the Director General for Operations, without specific authorization of the Director General for Operations.

(2) On or before Aug. 25, 1942, and on or before the 25th day of each succeeding calendar month, every manufacturer shall file, in quadruplicate, a report

on Form PD-615B showing his production and delivery schedule for the calendar month immediately following such filing. The delivery of all critical heat exchangers shown on such schedule as proposed to be made in the calendar month following the date of filing shall be deemed to be authorized by the Director General for Operations upon the receipt of such Form PD-615B by the War Production Board, unless the Director General for Operations shall direct otherwise. The Director General for Operations may, at any time, revoke such authorization as to any or all critical heat exchangers so listed for delivery, direct or change the schedule of deliveries or production, allocate any order listed on said form to any other manufacturer, or direct the delivery of any critical heat exchanger to any other person, at the established price and terms. No manufacturer shall change the schedule of deliveries or production as listed on said form, or as directed or changed by the Director General for Operations.

(e) 30 Day exemption of Army, Navy, and Maritime Commission. Until 30 days after the date of issuance of this order the provisions of this order shall not apply to orders for any critical heat exchanger by and for the use of the Army, Navy, Maritime Commission or War Shipping Administration. As used in this paragraph the terms "Army," "Navy," "Maritime Commission," and "War Shipping Administration," shall not include any privately operated plant or shipyard financed by or controlled by any of those organizations, or operated on a cost plus fixed fee basis.

Issued this 5th day of August, 1942.
 AMORY HOUGHTON,
 Director General for Operations.

Dairy Order P-118 Is Good Only For Primary Processes

WASHINGTON, D. C.—An interpretation made last month of Dairy Products Plant Repair Maintenance and Operating Supplies Order P-118 says in effect that preference ratings under this order are available only for primary processing phases of manufacturing butter, cheese, ice cream, or other dairy products.

Preference ratings under this order are now available for secondary operation such as delivery of the processed product from the processing plant, or to ice cream companies for the maintenance of refrigeration equipment at customers' stores.

Wire & Cable Stocks Now Available on PD-1x Applications

WASHINGTON, D. C.—Priority assistance is now available to distributors servicing war industries to replenish stocks of wire and cable depleted on orders bearing mandatory ratings lower than A-1-k, according to an announcement made by the Distributors Branch of WPB.

Distributors who desire to qualify for this assistance must file their application on Form PD-1x together with a supplementary letter which must be identified as part of the PD-1x application and which will be subject to the endorsement and certification that is signed on the PD-1x form.

This letter must show additional information, on a single line, for each type and size of wire on which priority assistance is requested. This additional information should list the following points:

PD-1x item number.
 Size of wire.
 Type of wire.
 Sales from stock on ratings of A-10 to A-2 from Jan. 1 to date.
 On order for replenishment of stock on orders rated A-1-k or higher.

In stock.
 Furthermore, on the PD-1x application it will be necessary to list separately each individual type and size of wire for which preference ratings are sought and in Column A, the number of feet together with pounds of copper applied for must be shown. Those items on the supplementary letter must be numbered to agree with the numbered items on the PD-1x application.

Ratings Are Tightened For Many Types of Industrial Equipment

WASHINGTON, D. C.—The preference rating necessary to obtain certain types of general industrial equipment covered by Limitation Order L-123 is raised from A-9 or higher to A-1-c or higher, except for Army, Navy and certain other exempted transactions, by Amendment No. 1, issued Aug. 27 by the Director General for Operations.

The new rating requirement, however, does not apply to the production and delivery, prior to Oct. 1, 1942, of equipment to fill an order accepted prior to Aug. 27 which has an A-9 or higher rating, it was stated by the Director General.

The amendment also makes minor changes in the definition of some of the types of equipment listed in the order, so that electric motors and controls for farm use, which already are covered by the farm equipment limitation order (L-26), will not be affected by the terms of L-123. Two-wheel hand trucks with a retail sale price not in excess of \$10 also are excluded.

L-123 covers many types of general industrial equipment, such as passenger and freight elevators, fans, compressors, pumps and other equipment designed for industrial use.

PANEL TYPE UNIT COOLERS

Solve Many Coil Space Problems

KRAMER TRENTON CO.
Heat Transfer Products
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Bush FINNED TUBE PRODUCTS
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3 CATALOGS IN 1
 HERMETIC UNITS - COMPRESSORS - PARTS
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 Complete Line Refrigeration Parts - Tools - Supplies
 WRITE FOR YOUR COPY ON YOUR LETTERHEAD

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Over 300,000 MASTERBUILT Lockers In Use
 Investigate the Saf-T-Loc Individual Locker
 the popular locker sold only thru refrigeration and insulation distributors. Write for particulars.
 Master Refrigerated Locker Systems, Inc.
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Established CURTIS 1864
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PAR CHECK THE FEATURES AND YOU'LL AGREE
 ★ PAR ★
 IS TOPS IN REFRIGERATION EQUIPMENT!
 Catalog on request

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BUY DEFENSE BONDS & STAMPS

★ Refrigerants are vitally needed to ★
 ★ protect the nation's food supply; ★
 ★ conserve them by careful, efficient ★
 ★ use. ★

"VIRGINIA" REFRIGERANTS
 AGENTS FOR KINETIC'S "FREON-12"

VIRGINIA SMELTING CO.
 WEST NORFOLK, VIRGINIA

BUGLE NOTES from HARRY ALTER

REFRIGERATION and AIR CONDITIONING SUPPLIES

CONDENSER COOLING FANS
 All you want without priority at sensational prices. Write, wire or call.
 Have you received our latest Catalog No. 138 just off the press?

THE HARRY ALTER CO.
 1728 S. Michigan Ave. Chicago, Ill. Two Big Warehouses to Serve You
 134 Lafayette St. New York, N. Y.

Price Regulation 188 Will Apply To Commercial Refrigeration Models Introduced or Changed Since March

WASHINGTON, D. C.—An official interpretative statement on Maximum Price Regulation No. 188 (methods by which manufacturers can readily determine maximum prices for new lines of consumer goods and building materials) which applies to commercial refrigeration and air conditioning equipment, has been given to AIR CONDITIONING & REFRIGERATION NEWS by Neil Staebler, Price Executive, Building Materials Branch, Office of Price Administration.

Says the statement:

"Maximum Price Regulation No. 188 is applicable to all commercial refrigeration and air conditioning equipment, including:

"Compressors (up to 25 hp.)

"Coils and fan coil units (all types and sizes.)

"Refrigerators (over 16 cu. ft. capacity.)

"Refrigerated display cases and counters.

"Drinking water, milk and beverage coolers.

"Ice cream and frozen food cabinets.

"Air conditioning units, portable (over 1 hp.)

"Specialties (refrigeration and air conditioning.)

"Refrigerator hardware.

"The General Maximum Price Regulation provides that the maximum prices prevailing during the month of March, 1942 shall be the established maximum prices and under section 3 (b) provides that the proposed prices on all articles not sold or offered for sale during the month of March, 1942, shall be submitted to the OPA for approval prior to being offered for sale. Changes in specifications are defined as new articles which require price approval.

"Maximum Price Regulation No. 188 is a simplification of the price approval requirements under original section 3 (b) and offers to the manufacturer four pricing methods from which he can select the first one of such four methods which is applicable to the product for which he seeks maximum price authorization. These four pricing methods are illustrated in sections 1499.155 to 1499.158 inclusive.

"A wide dissemination of the essential requirements of this regulation, particularly in reference to the four pricing methods, is desired, and your cooperation in this direction is requested."

It would be wise for anyone coming under the terms of Maximum Price Regulation No. 188 to secure a copy of the complete regulation, but in line with Mr. Staebler's request, the NEWS publishes the text of sections 1499.155 to 1499.158, which read as follows:

Text of Pricing Methods

§1499.155 First pricing method—minor changes. The maximum price of any article differing from any article for which a maximum price has already been established, only by reason of minor changes in material, design, or construction which do not reduce cost of materials or prevent its offering fairly equivalent serviceability shall be the maximum price of the article already priced.

§1499.156 Second pricing method: changes necessitated by shortages of materials or parts—(a) Maximum prices. The maximum price of any article which cannot be priced under §1499.155 and which differs from an article for which a maximum price has already been established, only because of changes necessitated by shortage of materials or parts used in the original article, shall be the maximum price of the original article adjusted by adding or subtracting the increase or decrease in unit direct cost resulting from the changes.

(b) Reports of maximum prices—(1) Articles first offered for sale before August 1, 1942. In the case of an article first offered for sale before Aug. 1, 1942, for which a maximum price must be determined under this section, the manufacturer shall report the maximum price as computed by him to the Office of Price Administration, Washington, D. C., on or before Aug. 20, 1942. The report shall contain a description of the original and of the changed article, a detailed explanation of the changes made (including any innovation in manufacturing process) and the reasons therefor, details of the computation of unit direct cost and of the maximum price.

At any time prior to Sept. 4, 1942, the manufacturer may offer for sale, sell or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(2) Articles first offered for sale during August, 1942. In the case of articles first offered for sale during August, 1942, the manufacturer shall submit the report required in (1) on or before Sept. 10, 1942.

At any time prior to Sept. 25, 1942, the manufacturer may offer for sale, sell, or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(3) Articles first offered for sale on or after Sept. 1, 1942. In case of an article first offered for sale on or after Sept. 1, 1942, the manufacturer shall submit to the Office of Price Administration, Washington, D. C., the report required in (1) prior to first offering the article for sale. Fifteen days after the mailing of the report, in the absence of a contrary direction from the Office of Price Administration, the manufacturer may offer for sale the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(4) Reports of maximum prices—(1) Articles first offered for sale before Aug. 1, 1942. In the case of an article first offered for sale before Aug. 1, 1942, for which a maximum price must be determined under this section, the manufacturer shall report the maximum price as computed by him to the Office of Price Administration, Washington, D. C., on or before Aug. 20, 1942. The report shall contain a description of the original and of the changed article, a detailed explanation of the changes made (including any innovation in manufacturing process) and the reasons therefor, details of the computation of unit direct cost and of the maximum price.

At any time prior to Sept. 4, 1942, the manufacturer may offer for sale, sell or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

justed by adding or subtracting the increase or decrease in unit direct cost resulting from the changes.

(b) Computation of unit direct cost. To establish the unit direct cost of the comparable articles and of the article being priced, the manufacturer shall compute the cost per unit of direct labor and materials on the basis of the following wage rates, material prices, and operating conditions:

(1) Wage rates. The wage rates applicable to any article shall be the highest wage rates, in effect in the manufacturer's plant for any substantial portion of March, 1942, for each class of labor involved in the production of the article. If the manufacturer did not employ a given class of labor in March, 1942, he shall use the highest wage rate paid for any substantial portion of March, 1942, by the nearest employer operating under comparable conditions who employed that class of labor during that month.

(2) Material prices—(1) Comparable articles. If a comparable article was priced and offered for sale before Aug. 1, 1942, the price of any material used in it shall be the highest price charged during March, 1942 (as defined in section 1499.163) by the manufacturer's supplier.

If the comparable article was priced and first offered for sale on or after Aug. 1, 1942, the price of any material used in it shall be computed as above, unless (a) the Office of Price Administration has established a lower maximum price for the sale of the materials to the manufacturer by his supplier, and (b) such lower price was used in calculating the maximum selling price for the comparable article (under §1499.156 or of this section); in that event such lower price shall be the price of the material.

(ii) Articles being priced. The price of any material used in the article being priced shall be the highest price charged during March, 1942 (as defined in §1499.163) by the manufacturer's supplier; except that if the Office of Price Administration has established a lower maximum price for the sale of the material to the manufacturer by his supplier, such lower price shall govern.

(iii) Manufacturer's supplier. The manufacturer's supplier shall be (a) his March, 1942, supplier of the material, or (b) lacking a March, 1942 supplier of the material, his most recent supplier of the material. If neither of these exists, it shall be his potential supplier.

(3) Operating conditions. Using the wage rates and material prices determined under (1) and (2), the manufacturer shall compute the cost per unit of direct labor and materials for an article according to the methods customarily employed by him in computing his cost. For comparable articles he shall compute on the basis of productive techniques employed in his plant and of the actual volume of production prevailing during the most recent period in which the comparable article was produced prior to the time of mailing the report required by paragraph (e) of this section. For the article being priced he shall compute on the basis of productive techniques employed in his plant at the time of mailing such report and on the basis of the volume of production he reasonably expects.

(c) Computation of mark-up—(1) Percentage. The average percentage mark-up over unit direct costs shall be calculated by computing the percentage mark-up between the sum of the unit direct costs and the sum of the maximum prices of the comparable articles selected.

(2) Dollar mark-up. The average dollar mark-up over unit direct cost shall be calculated by averaging the individual dollar mark-ups between the unit direct costs and the maximum prices of the comparable articles selected.

(d) Comparable articles. An article shall be deemed comparable to another article which although differing therefrom by more than minor changes within the meaning of §1499.155 of this Maximum Price Regulation No. 188, has the same general use as the other article and is recognized by the industry as being the same general type of product, even though different materials and construction are used.

(e) Reports of maximum prices—(1) Articles first offered for sale before Aug. 1, 1942. In the case of an article first offered for sale before Aug. 1, 1942, for which a maximum price must be determined under this section, the manufacturer shall report the maximum price as computed by him to the Office of Price Administration, Washington, D. C., on or before Aug. 20, 1942. The report shall contain a description of the article being priced and of any innovation in manufacturing process involved and an explanation of the computation of the cost and the maximum price. It shall also describe each of the comparable articles, giving for each the maximum prices for all classes of purchasers and, if practicable, the volume of production for the three calendar months immediately preceding the filing of the report.

At any time prior to Sept. 4, 1942, the manufacturer may offer for sale, sell, or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(2) Articles first offered for sale during August, 1942. In the case of articles first offered for sale during August, 1942, the manufacturer shall submit the report required in (1) on or before Sept. 10, 1942.

At any time prior to Sept. 25, 1942, the manufacturer may offer for sale, sell, or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(3) Articles first offered for sale on or after Sept. 1, 1942. In case of an article first offered for sale on or after Sept. 1, 1942, the manufacturer shall submit to the Office of Price Administration, Washington, D. C., the report required in (1) prior to first offering the article for sale. Fifteen days after the mailing of the report, in the absence of a contrary direction from the Office of Price Administration, the manufacturer may offer for sale the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(4) Reports of maximum prices—(1) Articles first offered for sale before Aug. 1, 1942. In the case of an article first offered for sale before Aug. 1, 1942, for which a maximum price must be determined under this section, the manufacturer shall report the maximum price as computed by him to the Office of Price Administration, Washington, D. C., on or before Aug. 20, 1942. The report shall contain a description of the original and of the changed article, a detailed explanation of the changes made (including any innovation in manufacturing process) and the reasons therefor, details of the computation of unit direct cost and of the maximum price.

At any time prior to Sept. 4, 1942, the manufacturer may offer for sale, sell or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(2) Articles first offered for sale during August, 1942. In the case of articles first offered for sale during August, 1942, the manufacturer shall submit the report required in (1) on or before Sept. 10, 1942.

At any time prior to Sept. 25, 1942, the manufacturer may offer for sale, sell, or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

articles selected he shall use the maximum prices for such articles applicable to the same class of purchaser as that determined for the article being priced. If a comparable article does not have such a maximum price, he shall make appropriate adjustments of his established maximum price for the comparable article to obtain such a maximum price. The maximum price derived by the formula for the article being priced shall be the maximum price applicable to such largest volume class of purchaser. It shall be adjusted for other classes of purchasers according to §1499.159.

(b) Computation of unit direct cost. To establish the unit direct cost of the comparable articles and of the article being priced, the manufacturer shall compute the cost per unit of direct labor and materials on the basis of the following wage rates, material prices, and operating conditions:

(1) Wage rates. The wage rates applicable to any article shall be the highest wage rates, in effect in the manufacturer's plant for any substantial portion of March, 1942, for each class of labor involved in the production of the article. If the manufacturer did not employ a given class of labor in March, 1942, he shall use the highest wage rate paid for any substantial portion of March, 1942, by the nearest employer operating under comparable conditions who employed that class of labor during that month.

(2) Material prices—(1) Comparable articles. If a comparable article was priced and offered for sale before Aug. 1, 1942, the price of any material used in it shall be the highest price charged during March, 1942 (as defined in section 1499.163) by the manufacturer's supplier.

If the comparable article was priced and first offered for sale on or after Aug. 1, 1942, the price of any material used in it shall be computed as above, unless (a) the Office of Price Administration has established a lower maximum price for the sale of the materials to the manufacturer by his supplier, and (b) such lower price was used in calculating the maximum selling price for the comparable article (under §1499.156 or of this section); in that event such lower price shall be the price of the material.

(ii) Articles being priced. The price of any material used in the article being priced shall be the highest price charged during March, 1942 (as defined in §1499.163) by the manufacturer's supplier; except that if the Office of Price Administration has established a lower maximum price for the sale of the material to the manufacturer by his supplier, such lower price shall govern.

(iii) Manufacturer's supplier. The manufacturer's supplier shall be (a) his March, 1942, supplier of the material, or (b) lacking a March, 1942 supplier of the material, his most recent supplier of the material. If neither of these exists, it shall be his potential supplier.

(3) Operating conditions. Using the wage rates and material prices determined under (1) and (2), the manufacturer shall compute the cost per unit of direct labor and materials for an article according to the methods customarily employed by him in computing his cost. For comparable articles he shall compute on the basis of productive techniques employed in his plant and of the actual volume of production prevailing during the most recent period in which the comparable article was produced prior to the time of mailing the report required by paragraph (e) of this section. For the article being priced he shall compute on the basis of productive techniques employed in his plant at the time of mailing such report and on the basis of the volume of production he reasonably expects.

(c) Computation of mark-up—(1) Percentage. The average percentage mark-up over unit direct costs shall be calculated by computing the percentage mark-up between the sum of the unit direct costs and the sum of the maximum prices of the comparable articles selected.

(2) Dollar mark-up. The average dollar mark-up over unit direct cost shall be calculated by averaging the individual dollar mark-ups between the unit direct costs and the maximum prices of the comparable articles selected.

(d) Comparable articles. An article shall be deemed comparable to another article which although differing therefrom by more than minor changes within the meaning of §1499.155 of this Maximum Price Regulation No. 188, has the same general use as the other article and is recognized by the industry as being the same general type of product, even though different materials and construction are used.

(e) Reports of maximum prices—(1) Articles first offered for sale before Aug. 1, 1942. In the case of an article first offered for sale before Aug. 1, 1942, for which a maximum price must be determined under this section, the manufacturer shall report the maximum price as computed by him to the Office of Price Administration, Washington, D. C., on or before Aug. 20, 1942. The report shall contain a description of the article being priced and of any innovation in manufacturing process involved and an explanation of the computation of the cost and the maximum price. It shall also describe each of the comparable articles, giving for each the maximum prices for all classes of purchasers and, if practicable, the volume of production for the three calendar months immediately preceding the filing of the report.

At any time prior to Sept. 4, 1942, the manufacturer may offer for sale, sell, or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(2) Articles first offered for sale during August, 1942. In the case of articles first offered for sale during August, 1942, the manufacturer shall submit the report required in (1) on or before Sept. 10, 1942.

At any time prior to Sept. 25, 1942, the manufacturer may offer for sale, sell, or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(3) Articles first offered for sale on or after Sept. 1, 1942. In case of an article first offered for sale on or after Sept. 1, 1942, the manufacturer shall submit to the Office of Price Administration, Washington, D. C., the report required in (1) prior to first offering the article for sale. Fifteen days after the mailing of the report, in the absence of a contrary direction from the Office of Price Administration, the manufacturer may offer for sale the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(4) Reports of maximum prices—(1) Articles first offered for sale before Aug. 1, 1942. In the case of an article first offered for sale before Aug. 1, 1942, for which a maximum price must be determined under this section, the manufacturer shall report the maximum price as computed by him to the Office of Price Administration, Washington, D. C., on or before Aug. 20, 1942. The report shall contain a description of the original and of the changed article, a detailed explanation of the changes made (including any innovation in manufacturing process) and the reasons therefor, details of the computation of unit direct cost and of the maximum price.

At any time prior to Sept. 4, 1942, the manufacturer may offer for sale, sell or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(2) Articles first offered for sale during August, 1942. In the case of articles first offered for sale during August, 1942, the manufacturer shall submit the report required in (1) on or before Sept. 10, 1942.

At any time prior to Sept. 25, 1942, the manufacturer may offer for sale, sell, or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively), at any time upon the written order of the Office of Price Administration.

(2) Articles first offered for sale during August, 1942. In the case of articles first offered for sale during August, 1942, the manufacturer shall submit the report required in (1) on or before Sept. 10, 1942.

At any time prior to Sept. 25, 1942, the manufacturer may offer for sale, sell, or deliver the article at a tentative price if he informs the purchaser that the maximum price must be determined under this section. In such case he must refund any amounts collected in excess of the maximum price so determined. Fifteen days after mailing the report, in the absence of a contrary direction from the Office of Price Administration, he may offer for sale or complete the sale of the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

(3) Articles first offered for sale on or after Sept. 1, 1942. In case of an article first offered for sale on or after Sept. 1, 1942, the manufacturer shall submit to the Office of Price Administration, Washington, D. C., the report required in (1) prior to first offering the article for sale. Fifteen days after the mailing of the report, in the absence of a contrary direction from the Office of Price Administration, the manufacturer may offer for sale the article at the price reported. Such price shall be subject to adjustment (not to apply retroactively) at any time upon the written order of the Office of Price Administration.

§1499.158 Fourth pricing method—specific authorization by the Office of Price Administration—(a) Maximum prices. The maximum price for any article which cannot be priced under §1499.155, 1499.156, or 1499.157, or which cannot be priced under §1499.155, 1499.156, or 1499.157 without undue hardship, shall be the price, in line with the level of maximum prices established by this Maximum Price Regulation No. 188, specifically authorized by the Office of Price Administration.

(b) Reports of maximum prices. Prior to first offering the article for sale the manufacturer shall submit to the Office of Price Administration, Washington, D. C., a report applying for specific authorization of a maximum price. The report shall contain a description in detail of the article (including the manufacturing process), a statement of the facts which make it necessary to price the article under this section, and the proposed maximum price, with a detailed explanation of its computation. If the manufacturer bases his report on undue hardship, he shall include in it all the information required by paragraph (e) of §1499.157. Upon receipt of the authorization, the manufacturer may offer the article for sale in accordance with the terms of the authorization.

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Third Pricing Method Illustrated

(Example of the above computation)

Unit direct costs of comparable articles selected according to (2) such article	Maximum selling price for each such article	Dollar mark-up for each such article	Average percentage mark-up for such articles
\$10.00	\$14.00	\$4.00	\$23.00 (Sum of maximum prices).
7.00	9.00	2.00	—17.00 (Sum of unit direct costs).
17.00	23.00	6.00 ÷ 2 = \$3.00	6.00 ÷ 17.00 = 35.3%

Unit direct cost + average percentage mark-up = \$9.00 + \$3.18 = \$12.18.

Unit direct cost + average dollar mark-up = \$9.00 + \$3.00 = \$12.00.

Maximum selling price of article being priced (the lower of above two sums) = \$12.00

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